

**PROJECT LIGHTHOUSE**  
**MINI MARKET PLAN**  
**AGENDA**

*Research*

1. Background/Marketing Objectives

2. Audience Overview

3. Communications Overview

- Objective/Strategy
- Philosophy
- Creative Review

4. Mini Market Overview

- Objectives
- Components
  - POS (including promotions)
  - Lifestyle
  - Events
  - "Advertising"
- Mini Market Plan

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## **BACKGROUND/MARKETING OBJECTIVES**

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## **BACKGROUND/MARKETING OBJECTIVES**

Continued strength and rejuvenation of share within the YAMS segment remains essential to the long term vitality of PM USA. Marlboro is the dominant brand within this segment (approx 60% share). It has been recognized, however, that in order for PM Corporate to continue to maximize its share of YAMS, there is a need and an opportunity to introduce a new trademark designed to appeal directly to those young adult male smokers who are looking for alternatives to mainstream offerings that more distinctly represent their unique attitudes.

The marketing objectives for Player's Navy Cut are as follows:

1. Provide Philip Morris with an additional trademark to maximize share among key YAMS segments
2. Apply pressure against Camel geographic/demographic strongholds.

### ***Rationale:***

At present, Player's Navy Cut is a small, essentially unknown non-filter brand that has been around since 1883. Player's will be "re-introduced" as a king size filter entry (both full flavor and lights). Leveraging Player's unique, colorful pack design (which has demonstrated appeal among young adult male smokers), and using a "guerrilla" marketing plan are important elements in positioning the trademark as an underground/"discovery brand" for our target audience.

## **AUDIENCE OVERVIEW**

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## **AUDIENCE OVERVIEW**

### ***Audience Description***

Of the four YAMS segments, SNAGS are the segment in which Marlboro is least developed. To recap, SNAGS are different from the other groups in the following areas:

- Concerned with being happy
  - Self-fulfillment key goal
  - Not concerned with money
  - Find new paths to take in life/want to be satisfied
- Seek out and enjoy entertainment
  - More culturally oriented interested in the arts
  - Go to movies
  - Read for pleasure
  - Music an integral part of their lives
  - Experimental/open to new experiences

Source: 1992 Segmentation Study

## **AUDIENCE OVERVIEW**

### ***Audience Description (con't)***

- Are sociable and are progressive in attitudes
  - "Avant-garde" in social attitudes, cultural interests and more articulate in expressing their views
  - Like exciting/interesting people
  - Adventurous/independent
  - Intelligent/smart/sophisticated
  - Anti-attitude

In sum, SNAGS are socially aware and adept, culturally informed and active, and live or participate in an "underground", progressive, and/or club culture or lifestyle.

*Sensitive, New Age Group*

*EGGS - Enlightened or Gotten*

Source: 1992 Segmentation Study

## **AUDIENCE OVERVIEW**

### ***Advertising to this Audience***

YAMS in general and SNAGS in particular are sensitive to being "advertised to."  
Copy research conducted in 1992 uncovered some insights:

- Prefer ads dominated by graphics; use copy sparingly
- Copy should make a point, be terse, function as a punch line
- Best ads make a relevant statement about the brand
- Tire quickly of executions/ad ideas
  - Prefer subtle messages/hate to be "marketed" to
- Likes: humor, cool sophistication, real people, aspirational advertising
- Dislikes: insincerity, shock value for it's own sake, "old-fashioned/out-dated" advertising, trying too hard/talking "at" them

Source: 1992 Copy Research

## **COMMUNICATIONS OVERVIEW**

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## **COMMUNICATIONS OVERVIEW**

### ***Communications Objective***

Generate awareness leading to trial, establishing Players' Navy Cut as a viable brand within the consideration set of key prospects.

### ***Brand Essence:***

Player's Navy Cut is a small, relatively unknown cigarette that has been around for many years, but only in non-filter. It is not a self-promoting "eager" brand, but rather an understated one, with a history and heritage that is not self-evident nor explained.

As such, it has a mystique--that of a small, underground brand that is comfortable with itself. YAMs therefore choose to smoke it for the very reason that it is not, nor is trying to be, a big "mainstream" brand.

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## **COMMUNICATIONS OVERVIEW**

### ***Philosophy:***

Key to Player's success among this audience is achieving awareness/trial while maintaining credibility

- Player's must not be seen as mass market brand, as, by definition, this audience will likely reject the proposition
  - A more evaluative, educated audience--quick to see through overt appeals
  - The very essence of Player's positioning is non-mainstream
- The foundation of Player's communication plan should be lifestyle based, with careful, selective use of all "media"
  - Believe the medium is as important as the message
    - Difference between bulletins and painted walls
    - SOHO vs. Upper East Side
    - Very careful selection of lifestyle contact points--the "right" clubs, bars, etc.
  - Throughout, must recognize the real need to maintain volume to hold distribution

<b>Net: Perception/characterization of Player's Navy Cut will be defined as much by where/how it is presented as by what is said</b>
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## **COMMUNICATIONS OVERVIEW**

Four initial creative directions presented/approved:

- Pack Graphics
- Urban Heritage
- Mystical Art
- Retro

Looks to be rotated to keep overall communications approach fresh and exciting.

Initial Creative: Pack Graphics

- Understandable creative for initial consumer contact
- Essential communications
  - Filter cigarettes
  - Finest cut tobacco

2nd Stage: Urban Heritage

- Gives consumer broader perspective of brand than pack graphics alone
- Provides "environment" for pack.

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## **COMMUNICATIONS OVERVIEW**

### 3rd Stage: Mystical

- Provides twist to brand
- Creative is relevant to audience
- Change makes audience curious/interested

### 4th Stage: Retro

- Adds another dimension to brand
- Should not be over used - should serve as interrupters
- Vehicles critical to appeal of imagery

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## **MINI MARKET OVERVIEW**

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## **MINI MARKET OVERVIEW**

Due to non-traditional marketing approach, difficult to research any further.  
Want to enter a few markets in order to:

1. Gauge consumer reaction to product/packaging
2. Gauge consumer reaction to communications approach.

Defined objective for our mini market program is to obtain consumer feedback in a more real-world environment.

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## **MINI MARKET COMPONENTS**

- In order to maximize delivery of message at key YAMS contact points, look at 2 components to reach audience:
  - POS  
(including premium-based promotions)
  - Events

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## **MINI MARKET PLAN**

### ***POS***

Overall role of POS is to establish awareness of brand via pack-focused communications in the "right" places.

- Traditional retail outlets and bars/coffee houses

### ***Key Elements***

- Semi permanent 30 pack rack
- Change trays
- Posters
- Matches/carriers
- Small metal signs/window decals

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## **MINI MARKET PLAN**

### ***Promotions***

All promotions will be premium-based, rather than product or price focused. Promotions are an important part of the mix in order to maximize appeal among YAMS. Promotions also afford the opportunity to provide items that will build the unique and eclectic nature of the brand. All premia will have a "twist" of some sort.

### ***Key Elements***

Postcards (one pack)

T-shirt (two packs)

Lighter (two packs)

B3G2

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## **MINI MARKET PLAN**

### ***Events***

Depending on which markets PNC goes into, want to use event marketing to "place" the product in the right environments. By associating PNC with certain types of events, will build upon appropriate brand personality. Critical that events are not perceived as "big brand" marketing.

Events can be held only in locations where product is for sale.

### ***Key Elements***

- Ashtrays
- Napkins
- Playing Cards
- Coasters
- Matches
- Postcards
- T-shirts